

## Message Text

UNCLASSIFIED

PAGE 01 JIDDA 04899 021424Z  
ACTION NEA-11

INFO OCT-01 EUR-12 ISO-00 EB-08 /032 W  
-----006289 022331Z /75

R 021140Z JUL 78  
FM AMEMBASSY JIDDA  
TO SECSTATE WASHDC 2568  
INFO USDOC WASHDC  
USDA WASHDC  
AMEMBASSY ATHENS  
AMCONSUL DHAHRAN  
USLO RIYADH

UNCLAS JIDDA 4899

ATHENS FOR RTDO

E.O. 11652: N/A  
TAGS: EAGR,SA  
SUBJ: ARABIC LABELING, FOOD EXHIBIT

REF: (A) STATE 156256, (B) JIDDA 2354

1. POST INFORMATION REQUESTED REFTEL (A) PARAS 1 AND 2 WAS FULLY REPORTED IN REFTEL (B) NO ADDITIONAL INFORMATION REGARDING IMPLEMENTATION AVAILABLE THUS FAR.

2. RE PROPOSED EXHIBIT: IN VIEW LIMITED IMPACT AND MASSIVE LOGISTIC AND SAG REGULATION PROBLEMS FACING ANY FOOD EXHIBIT IN SAUDI ARABIA, POST RECOMMENDS FULL BLOWN FOOD PRODUCTS TRADE MISSION FOR EARLY JANUARY OR MID-MAY 1979, WITH LEHRER ADVANCE TRIP PLANNED ACCORDINGLY MONTH PRIOR TO MISSION.

3. LOCAL SUPERMARKETS ALREADY SHOW CONSIDERABLE AMOUNT OF U.S. PRODUCTS ON THEIR SHELVES. NEW SALES ARE BEST MADE THROUGH THE MAJOR SAUDI IMPORTERS,  
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WHOLESALEERS, AND DISTRIBUTORS. TM PARTICIPANTS, MAKING CALLS ON THE MAJOR IMPORTER/WHOLESALEERS ACROSS THE COUNTRY, WILL DO MORE REAL BUSINESS THAN IF THEY ARE CONFINED TO A BRIEF SHOW FORMAT. ANOTHER ALTERNATIVE COULD BE IN STORE PROMOTION AT ONE OR ANOTHER OF TWO LARGE SUPERMARKETS THAT WILL OPEN IN EARLY 1979.

4. EMBASSY WILLING TO ATTEMPT MAKE ARRANGEMENTS  
FOR IMPORTATION OF LIMITED QUANTITY OF SAMPLES (LESS  
THAN 50KG PER PARTICIPANT FOR USE IN JIDDA) FOR  
FOOD PRODUCTS TRADE MISSION.

5. PROPOSED TM DATES CLEARED BY DHRAHRAN AND RIYADH.  
WEST

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NNN

## Message Attributes

**Automatic Decaptoning:** X  
**Capture Date:** 01 jan 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** LABELING, FOODS, EXHIBITS  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 02 jul 1978  
**Decaption Date:** 01 jan 1960  
**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01 jan 1960  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
**Disposition Remarks:**  
**Document Number:** 1978JIDDA04899  
**Document Source:** CORE  
**Document Unique ID:** 00  
**Drafter:** n/a  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
**Expiration:**  
**Film Number:** D780273-0774  
**Format:** TEL  
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**Litigation History:**  
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**Message ID:** 9252c06a-c288-dd11-92da-001cc4696bcc  
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**Original Handling Restrictions:** n/a  
**Original Previous Classification:** n/a  
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**Previous Classification:** n/a  
**Previous Handling Restrictions:** n/a  
**Reference:** 78 STATE 156256, 78 JIDDA 2354  
**Retention:** 0  
**Review Action:** RELEASED, APPROVED  
**Review Content Flags:**  
**Review Date:** 29 mar 2005  
**Review Event:**  
**Review Exemptions:** n/a  
**Review Media Identifier:**  
**Review Release Date:** N/A  
**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
**SAS ID:** 1851887  
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**Status:** NATIVE  
**Subject:** ARABIC LABELING, FOOD EXHIBIT  
**TAGS:** EAGR, SA  
**To:** STATE  
**Type:** TE  
**vdkvgwkey:** odbc://SAS/SAS.dbo.SAS\_Docs/9252c06a-c288-dd11-92da-001cc4696bcc  
**Review Markings:**  
Sheryl P. Walter  
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